

THE BRAND PLATFORM

THE UTAH EXPERIENCE

Today's traveler seeks not just a vacation but a life-affirming experience. They want to be lifted from the mundane, to soar above the ordinary. They seek to elevate the senses and stir the soul. The new brand voice of Utah is a reflection of all the people, past and present, who have come here to seek a richer, fuller life; to seek freedom and peace; to seek quiet and solitude; and to let the majesty and grandeur of the place shape their own independent aspirations. If you spend five minutes here, five days, or a lifetime, you are transformed—by high places. You find yourself not merely on a new plane but on higher ground.

Marcel Proust, the writer and philosopher, could easily have been describing the modern traveler who is no longer simply looking for a vacation, but a lasting experience, when he said, "The real voyage of discovery consists not in seeking new landscapes but in having new eyes." You come to Utah to see; you leave with new eyes. You see vistas like nowhere else on the planet. You see desert scapes that are haunting. You walk in footsteps of ancient civilizations and follow paths cut by weather and the forces of nature. The result: your emotions are stirred, your senses are lifted. You soar. Your spirits rise. Your life is changed. You are elevated.

As the state of Utah embarks on its largest effort in history to invite tourists here, we looked for a simple, memorable summary of the Utah story. Everyone involved in the process, from the Governor to travel industry employees all over the state, agreed that our promise has to accomplish three objectives. First, it has to be an expression of Utah's DNA—who we are, our values, our dreams and aspirations. We can't over promise and try to be something that isn't authentic. We can't promise something that isn't true Utah. Second, we have to talk to potential visitors on their terms. Our marketing communications have to connect the modern traveler with the Utah experience and make it relevant in their lives. Our advertising and the messages we send to potential visitors should be fresh and surprising, speaking to them in new ways and changing preconceived notions about Utah and who we are. And finally, we have to differentiate our message from hundreds of other vacation destinations. We must stand out in people's minds.

Try putting the Utah experience into just two or three words. The colors are so diverse, the mountains so majestic, the desert so mysterious, that telling others about it is nearly impossible. Utah is not just about world-class skiing, yet skiing is in our blood. It is too simple to say we are a state of red rocks. But they frame us. We are not just about mountains, but we are surrounded by them. We are north. We are south. We are summer. We are winter. We are historic. We are cultured. We are very modern and progressive, but we still have true, laid-back authentic charm.